# Ellsworth Avenue Commercial District
## *Shadyside*

**ura**

Urban
Redevelopment
Authority
of Pittsburgh
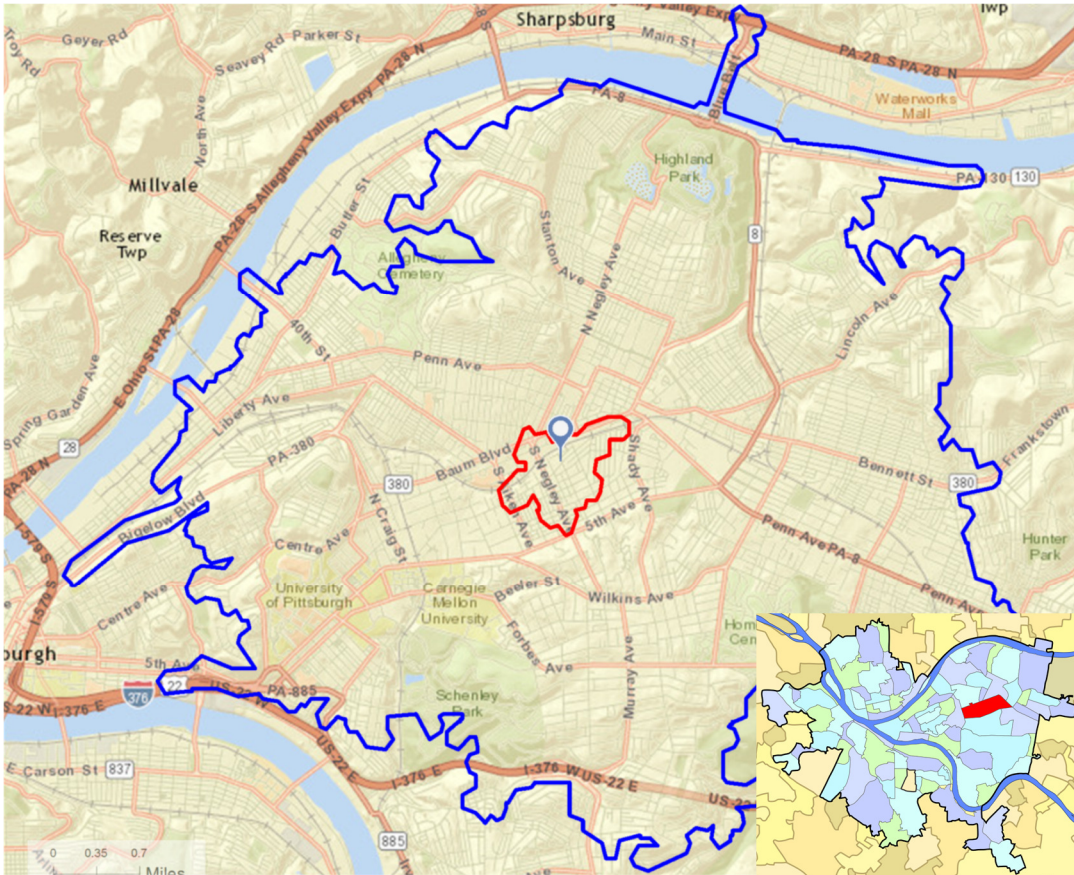


### 2016 Business Summary (2 Minute Drive Time)

Number of Businesses:
264

Number of Employees:
3,287

Employees/Residential Population Ratio*:
0.84:1

Major Industries:
Clothing & Clothing Accessories Stores, Electronics & Appliances Stores, Food & Beverage Stores

For more information on the neighborhood, visit:

PITTSBURGH CITYLIVING.COM

*This ratio indicates the number of employees working in the area versus the number of residents. A higher ratio indicates more commercial presence.

| Spending Potential Index | 2 Minute Drive | 10 Minute Drive |
|---|---|---|
| **Apparel and Services** | 118 | 92 |
| **Computers and Accessories** | 118 | 93 |
| **Education** | 124 | 99 |
| **Entertainment / Recreation** | 101 | 85 |
| **Food at Home** | 109 | 90 |
| **Food Away from Home** | 116 | 91 |
| **Health Care** | 87 | 80 |
| **Household Furnishing and Equipment** | 106 | 87 |
| **Investment** | 78 | 73 |
| **Retail Goods** | 102 | 86 |
| **Shelter** | 116 | 93 |
| **TV/Video/Audio** | 108 | 92 |
| **Travel** | 99 | 82 |
| **Vehicle Maintenance & Repair** | 103 | 87 |
| **Total Expenditures** | 106 | 88 |

| 2015 Households by Disposable Income | 2 Minute Drive | 10 Minute Drive |
|---|---|---|
| **<$15,000** | 17.0% | 25.9% |
| **$15,000—$24,999** | 10.8% | 13.9% |
| **$25,000—$34,999** | 13.7% | 13.8% |
| **$35,000—$49,999** | 14.3% | 13.2% |
| **$50,000—$74,999** | 19.9% | 14.2% |
| **$75,000—$99,999** | 9.3% | 6.0% |
| **$100,000—$149,999** | 8.0% | 7.2% |
| **$150,000+** | 6.9% | 5.7% |
| **Median Disposable Income** | $42,643 | $31,741 |

Note: Disposable income is after-tax household income.

Note: The Spending Potential Index is household-based, and represents the asset value or amount spent for a product or service relative to the national average of 100. Values higher than 100 indicate spending above the national average, and values lower than 100 indicate lower spending than the national average.

## Ellsworth Avenue Commercial District ✳

| Demographic Data:<br>2 Minute Drive Time | 2010 | 2015 | 2020<br>(Projected) | Annual Rate of Change<br>(2015-2020) |
|---|---|---|---|---|
| **Population** | 3,894 | 3,893 | 3,906 | 0.07% |
| **Households** | 2,285 | 2,306 | 2,322 | 0.14% |
| **Median Age** | 28.5 | 29.7 | 30.9 | 0.81% |
| % 0-9 | 3.3% | 3.4% | 3.3% | -0.59% |
| % 10-14 | 0.9% | 0.9% | 0.9% | 0.00% |
| % 15-24 | 25.2% | 15.7% | 15.2% | -0.64% |
| % 25-34 | 42.3% | 49.8% | 47.2% | -1.04% |
| % 35-44 | 8.7% | 10.6% | 13.7% | 5.85% |
| % 45-54 | 6.4% | 5.6% | 5.6% | 0.00% |
| % 55-64 | 6.5% | 6.6% | 6.1% | -1.52% |
| % 65+ | 6.7% | 7.4% | 9.1% | 4.59% |
| **Median Household Income** | *** | $52,759 | $65,693 | 4.90% |
| **Average Household Income** | *** | $79,482 | $94,636 | 3.81% |
| **Per Capita Income** | *** | $48,850 | $58,399 | 3.91% |
| **Total Housing Units** | 2,455 | 2,509 | 2,522 | 0.10% |
| % Owner Occupied Units | 18.9% | 16.3% | 15.8% | -0.61% |
| % Renter Occupied Units | 74.2% | 75.6% | 76.2% | 0.16% |
| % Vacant Housing Units | 6.9% | 8.1% | 7.9% | -0.49% |
| **Median Home Value** | *** | $376,250 | $466,901 | 4.82% |

| Traffic Count Profile | Closest Cross-Street | Count |
|---|---|---|
| S Negley Ave | E Bus Way | 11,590 |
| Baum Blvd | Roup Ave | 17,320 |
| Walnut St | College St | 3,157 |
| Penn Cir S | Trade St | 11,372 |
| Ellsworth Ave | Copeland St | 16,544 |
| Alder St | Lehigh Ave | 3,457 |

Note: This profile measures the number of vehicles which travel through streets nearest to commercial corridor epicenter on a daily basis. All counts from 2012 unless otherwise noted.

| Demographic Data:<br>10 Minute Drive Time | 2010 | 2015 | 2020<br>(Projected) | Annual Rate of Change<br>(2015-2020) |
|---|---|---|---|---|
| **Population** | 111,957 | 112,762 | 113,488 | 0.13% |
| **Households** | 51,126 | 51,769 | 52,290 | 0.20% |
| **Median Age** | 29.7 | 31.0 | 32.1 | 0.71% |
| % 0-9 | 7.6% | 7.5% | 7.4% | -0.27% |
| % 10-14 | 3.3% | 3.3% | 3.3% | 0.00% |
| % 15-24 | 28.6% | 26.2% | 25.3% | -0.69% |
| % 25-34 | 18.1% | 19.8% | 19.0% | -0.81% |
| % 35-44 | 9.1% | 9.4% | 10.8% | 2.98% |
| % 45-54 | 10.0% | 8.9% | 8.1% | -1.80% |
| % 55-64 | 10.2% | 10.5% | 10.0% | -0.95% |
| % 65+ | 13.2% | 14.5% | 16.0% | 2.07% |
| **Median Household Income** | *** | $38,413 | $44,438 | 3.14% |
| **Average Household Income** | *** | $65,456 | $75,718 | 3.14% |
| **Per Capita Income** | *** | $30,925 | $35,769 | 3.13% |
| **Total Housing Units** | 58,191 | 58,319 | 59,009 | 0.30% |
| % Owner Occupied Units | 34.2% | 31.1% | 30.8% | -0.19% |
| % Renter Occupied Units | 55.2% | 57.4% | 57.8% | 0.14% |
| % Vacant Housing Units | 10.6% | 11.2% | 11.4% | 0.36% |

# Ellsworth Avenue Commercial District

| Marketplace Profile**: 2 Minute Drive Time | Retail Potential (Demand) | Retail Sales (Supply) | Retail Gap | Leakage/ Surplus Factor | Number of Business |
|---|---|---|---|---|---|
| Motor Vehicle & Parts Dealers | $19,302,832 | $0 | $19,302,832 | 100.0 | 0 |
| Furniture & Home Furnishing Stores | $2,705,246 | $1,616,162 | $1,089,084 | 25.2 | 1 |
| Electronics and Appliance Stores | $4,849,599 | $722,141 | $4,127,458 | 74.1 | 1 |
| Building Materials, Garden Equip. & Supply Stores | $3,342,158 | $441,650 | $2,900,508 | 76.7 | 1 |
| Food and Beverage Stores | $18,506,484 | $110,936,065 | -$92,429,581 | -71.4 | 5 |
| Health and Personal Care Stores | $3,715,048 | $9,963,374 | -$6,248,326 | -45.7 | 2 |
| Gasoline Stations | $5,934,312 | $0 | $5,934,312 | 100.0 | 0 |
| Clothing & Clothing Accessories Stores | $5,002,932 | $8,948,993 | -$3,946,061 | -28.3 | 11 |
| Sporting Goods / Hobby / Music / Book Stores | $2,867,966 | $1,000,848 | $1,867,118 | 48.3 | 1 |
| General Merchandise Stores | $15,491,744 | $510,015 | $14,981,729 | 93.6 | 1 |
| Nonstore Retailers | $2,858,725 | $0 | $2,858,725 | 100.0 | 0 |
| Food Services & Drinking Places | $10,340,224 | $18,213,589 | -$7,873,365 | -27.6 | 36 |

| Marketplace Profile**: 10 Minute Drive Time | Retail Potential (Demand) | Retail Sales (Supply) | Retail Gap | Leakage/ Surplus Factor | Number of Business |
|---|---|---|---|---|---|
| Motor Vehicle & Parts Dealers | $359,579,264 | $283,271,642 | $76,307,622 | 11.9 | 40 |
| Furniture & Home Furnishing Stores | $49,314,800 | $17,161,485 | $32,153,315 | 48.4 | 20 |
| Electronics and Appliance Stores | $89,229,730 | $76,441,532 | $12,788,198 | 7.7 | 60 |
| Building Materials, Garden Equip. & Supply Stores | $71,584,976 | $38,648,936 | $32,936,040 | 29.9 | 29 |
| Food and Beverage Stores | $336,019,989 | $397,669,629 | -$61,649,640 | -8.4 | 89 |
| Health and Personal Care Stores | $72,067,240 | $116,215,968 | -$44,148,728 | -23.4 | 52 |
| Gasoline Stations | $110,336,647 | $62,962,557 | $47,374,090 | 27.3 | 21 |
| Clothing & Clothing Accessories Stores | $87,446,586 | $115,839,721 | -$28,393,135 | -14.0 | 114 |
| Sporting Goods / Hobby / Music / Book Stores | $52,400,243 | $37,525,934 | $37,525,934 $14,874,309 | 16.5 | 55 |
| General Merchandise Stores | $279,761,935 | $44,809,560 | $234,952,375 | 72.4 | 17 |
| Nonstore Retailers | $54,488,221 | $136,885,901 | -$82,397,680 | -43.1 | 20 |
| Food Services & Drinking Places | $181,132,521 | $197,685,978 | -$16,553,457 | -4.4 | 439 |

| 2015 Educational Attainment (Ages 25+) | 2 Minute Drive Time | 10 Minute Drive Time |
|---|---|---|
| **No High School Diploma** | 1.2% | 6.2% |
| **High School Diploma or Some College** | 16.1% | 33.4% |
| **Associates Degree** | 4.9% | 5.9% |
| **Bachelor's Degree** | 35.7% | 23.1% |
| **Graduate or Professional Degree** | 43.3% | 31.4% |

**Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. The Leakage/Surplus Factor measures the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. The NAICS is used to classify businesses by their primary type of economic activity.
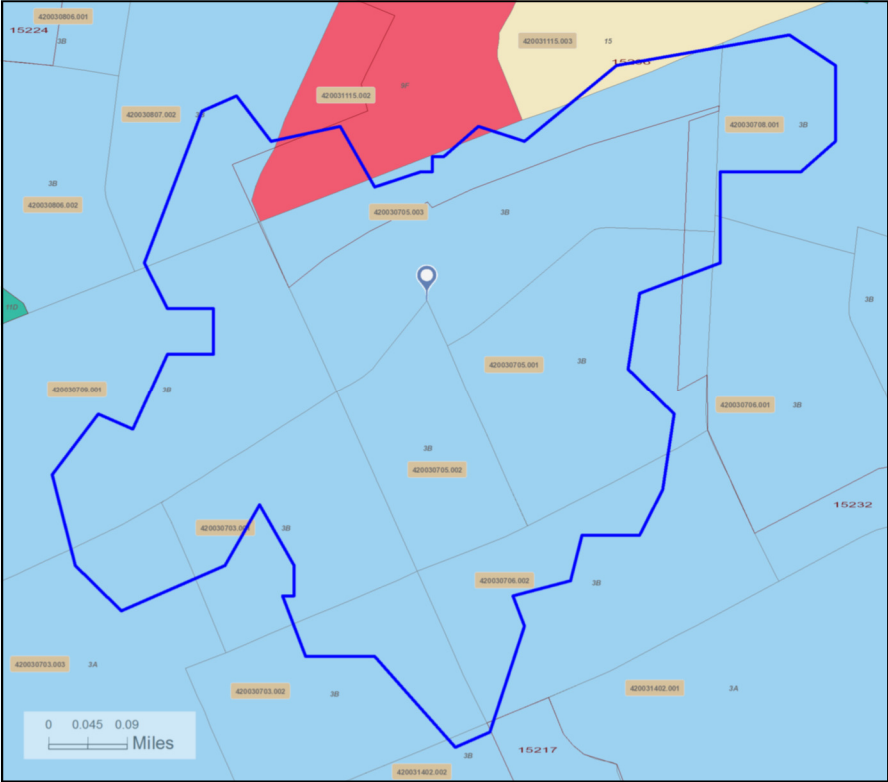
# ESRI Tapestry Segmentation Area Profile:
# 2 Minute Drive Time

## Neighborhood Quick Facts*

- 3rd most populous and 4th densest neighborhood in Pittsburgh
- 2nd highest % of residents with bachelor's degree or higher (69.6%)
- Substantial amount of cottage industries and small start-up businesses

\* The Walk Score is a measure between 0 and 100 that measures the ease of accessing amenities and running errands by walking. For more information, see http://www.walkscore.com/
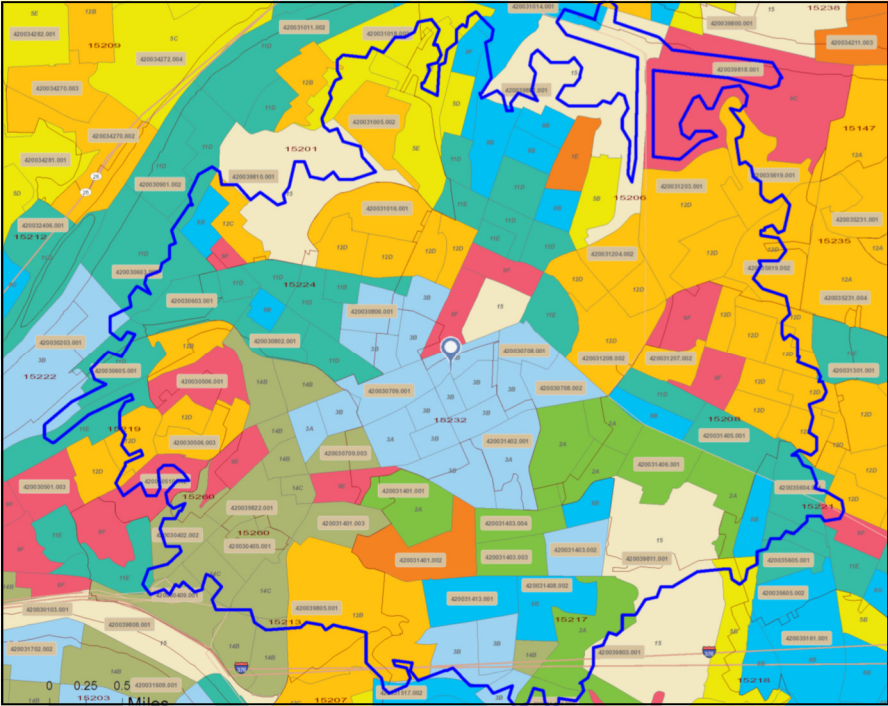
## TAPESTRY SEGMENT DESCRIPTIONS

## Metro Renters

Residents in this highly mobile and educated market live alone or with a roommate in older apartment buildings and condos located in the urban core of the city. This is one of the fastest growing segments; the popularity of urban life continues to increase for consumers in their late twenties and thirties. Metro Renters residents income is close to the US average, but they spend a large portion of their wages on rent, clothes, and the latest technology. Computers and cell phones are an integral part of everyday life and are used interchangeably for news, entertainment, shopping, and social media. Metro Renters residents live close to their jobs and usually walk or take a taxi to get around the city.

## Laptops and Lattes

Laptops and Lattes residents are predominantly single, well-educated professionals in business, finance, legal, computer, and entertainment occupations. They are affluent and partial to city living—and its amenities. Neighborhoods are densely populated, primarily located in the cities of large metropolitan areas. Many residents walk, bike, or use public transportation to get to work; a number work from home. Although single householders technically outnumber couples, this market includes a higher proportion of partner households, including the highest proportion of same-sex couples. Residents are more interested in the stock market than the housing market. Laptops and Lattes residents are cosmopolitan and connected— technologically savvy consumers. They are active and health conscious, and care about the environment.

Note: ESRI is an independent geographic information systems (GIS) corporation and is not affiliated with the Urban Redevelopment Authority of Pittsburgh. This analysis utilizes socioeconomic and marketing data to identify distinct segments of the population, map where they reside, and describe their socioeconomic qualities and consumer preferences. **More information on tapestry segments and segment descriptions can be found at: http://www.esri.com/library/whitepapers/pdfs/community**

# ESRI Tapestry Segmentation Area Profile:
# 10 Minute Drive Time

\* The Walk Score is a measure between 0 and 100 that measures the ease of accessing amenities and running errands by walking. For more information, see http://www.walkscore.com/

## TAPESTRY SEGMENT DESCRIPTIONS

### Metro Renters

Residents in this highly mobile and educated market live alone or with a roommate in older apartment buildings and condos located in the urban core of the city. This is one of the fastest growing segments; the popularity of urban life continues to increase for consumers in their late twenties and thirties. Metro Renters residents income is close to the US average, but they spend a large portion of their wages on rent, clothes, and the latest technology. Computers and cell phones are an integral part of everyday life and are used interchangeably for news, entertainment, shopping, and social media. Metro Renters residents live close to their jobs and usually walk or take a taxi to get around the city.

### Set to Impress

Set to Impress is depicted by medium to large multiunit apartments with lower than average rents. These apartments are often nestled into neighborhoods with other businesses or single-family housing. Nearly one in three residents is 20 to 34 years old, and over half of the homes are nonfamily households. Although many residents live alone, they preserve close connections with their family. Income levels are low; many work in food service while they are attending college. This group is always looking for a deal. They are very conscious of their image and seek to bolster their status with the latest fashion. Set to Impress residents are tapped into popular music and the local music scene.

### Modest Income Homes

Families in this urban segment may be nontraditional; however, their religious faith and family values guide their modest lifestyles. Many residents are primary caregivers to their elderly family members. Jobs are not always easy to come by, but wages and salary income are still the main sources of income for most households. Reliance on Social Security and public assistance income is necessary to support single-parent and multigenerational families. High poverty rates in this market make it difficult to make ends meet. Nonetheless, rents are relatively low (Index 73), public transportation is available, and Medicaid can assist families in need.

Note: ESRI is an independent geographic information systems (GIS) corporation and is not affiliated with the Urban Redevelopment Authority of Pittsburgh. This analysis utilizes socioeconomic and marketing data to identify distinct segments of the population, map where they reside, and describe their socioeconomic qualities and consumer preferences. **More information on tapestry segments and segment descriptions can be found at: http://www.esri.com/library/whitepapers/pdfs/community**

# Business District Programs

## The Pittsburgh Biz Buzz Small Grant Program

This program is designed to spur neighborhood business district revitalization using the 48x48x48 strategy of short and medium term achievable projects, determining what you can do in 48 hours, 48 days and 48 weeks.
The program aims to bring newcomers into your neighborhood business district and create a "buzz" about your business district through media and word of mouth.

For more information about applications and eligibility, visit:
http://www.ura.org/business_owners/mainstreets.php

## Neighborhood Business District Program

This program strives to ensure the health of the City's traditional neighborhood commercial districts using the National Main Street Center's Four Point Approach which considers: economic restructuring, promotion, design and sustainability. Every $1 invested by Mainstreets Pittsburgh produces $31 in private investment for Pittsburgh neighborhoods.

To learn more about this program, contact Josette Fitzgibbons at (412) 255-6686 or visit:
http://www.ura.org/business_owners/mainstreets.php

## Façade Improvement Programs

Restored storefronts improve the pedestrian environment, attract more customers, and encourage economic development and investment. The URA offers several different façade improvement programs designed for commercial building owners and tenants to improve their storefronts. Your location determines your building's façade improvement program eligibility.

For more information about applications and eligibility, contact Quianna Wasler at (412) 255-6550 or visit:
http://www.ura.org/business_owners/facade_program.php



*Ellsworth Avenue business district*

## Featured Business: Ellsworth Realty Development



**Type of Business: Realty**

**URA Program Utilized:** Storefront Renovation Program

**URA Investment:** $5,000

**Private Investment:** $13,037

**Total Project Investment:** $18,037

### Contacts

Think Shadyside:
www.thinkshadyside.com/

Urban Redevelopment Authority of Pittsburgh:
www.ura.org/

All data from ESRI Business Analyst 2015 unless otherwise noted.
¹Data applies to neighborhood boundary and not study area. Source: PGHSNAP, Dept. of City Planning

**For More Information:**
For additional market value analysis data, contact Josette Fitzgibbons at jfitzgibbons@ura.org
Department of City Planning SNAP Neighborhood Data: http://www.pittsburghpa.gov/dcp/snap/
Pittsburgh Neighborhood Community Indicator Systems (PNCIS) ACS 2005-2009 Neighborhood Profiles:
http://www.ucsur.pitt.edu/neighborhood_reports_acs.php